(Make address changes on this label.)

PRODUCT OPINION LABORATORY
P.O. Box 26563 - Richmond, Va. 23261
Phone: (804) 271-3368

RETURN BALLOT BY

V-4589 R

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows: C8 - 5 packs and Q6 - 5 packs. Remember, you do not have to smoke all of the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked C8 and then the cigarettes marked Q6. Then compare the two cigarettes with each other and complete the questions below.

Which cigarette:	C8	Q6	No Difference
1. has more total taste?			
2. has an off-taste?			
3. is harsher?			
4. is more spicy?			
5. is sweeter-tasting?			
6. is more bitter?			
7. is more tobacco-like in flavor?			
8. has the better aftertaste?			
9. Which do you prefer? (choose one)			

10a. Check the box that best describes how you feel about the overall acceptability of the cigarette coded C8 .

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

10b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded Q6 .

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

11a. Would you buy the C8 cigarette if it were available now?

100036532Z

Source: https://www.industrydocuments.ucsf.edu/docs/rygk0000

definitely probably possibly uncertain possibly probably definitely
not not not

11b. Would you buy the Q6 cigarette if it were available now?

definitely probably possibly uncertain possibly probably definitely
not not not

What brand do you usually smoke? (Please be specific, e.g., Marlboro Lights, Winston Lights, Kool Milds, etc.)

BRAND: _____

Is it filtered? ☐ Yes ☐ No (check one)
Is it menthol? ☐ Yes ☐ No (check one)
If it is filtered, is it ☐ King Size (84 mm) or
☐ Super Long (100 mm)?

How many cigarettes do you smoke per day?

VA-11

100036528

Source: https://www.industrydocuments.ucsf.edu/docs/rygk0000